FOR YOUR INFORMATION

Trish Alleyne-Chin

DATE: 11/3/93

TO: Gina Plaia

SUBJECT: Cumulative response to 1991 and 1992 Alpine Direct Mail programs

Attached is the cumulative responses for various Alpine Direct Mail programs that were dropped in 1991 and 1992. Please note that the circulation numbers provided by Leo Burnett for some of the programs varied from the circulation numbers supplied to MSA by Kankakee.

Please call me at X3404 if you have any questions.

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Source: https://www.industrydocuments.ucsf.edu/docs/yyfn0004